

# MENU INSIGHTS: INDEPENDENT MEXICAN RESTAURANTS




Q1 2026 YoY


GROUND SIGNAL

Ground Signal captures online menus at over 120,000 venues nationwide. Using sophisticated AI tools, we extract relevant information and provide it in an easy-to-analyze format.



## Independent Accounts Overview

 **9.7K**  
Accounts w/  
Menu

 **9.6K**  
Accounts w/  
Cocktail Menu

 **164K**  
Total # of  
Cocktails

 **\$12.16**  
Average  
Cocktail Price



## Breakdown by Spirits Category

 **8.7K**  
Menus w/  
Tequila Cocktail 











 **5.9K**  
Menus w/  
Liqueur Cocktail 

 **5.8K**  
Menus w/  
Rum Cocktail 

 **4.9K**  
Menus w/  
Vodka Cocktail 

 **2.7K**  
Menus w/  
Whiskey Cocktail 

## Most Popular Classic Cocktails

COCKTAIL	MENU SHARE*
 <b>MARGARITA</b>	83%
 <b>MICHELADA</b>	41%
 <b>SANGRIA</b>	39%
 <b>PALOMA</b>	37%
 <b>PIÑA COLADA</b>	33%
 <b>MOJITO</b>	31%
 <b>SKINNY MARGARITA</b>	21%
 <b>BLOODY MARY</b>	20%
 <b>MIMOSA</b>	16%
 <b>FROZEN MARGARITA</b>	16%

\*Percentage of cocktail menus that feature this cocktail



# TEQUILA MENU PERFORMANCE

INDEPENDENT INDEPENDENT MEXICAN ACCOUNTS

Q1 2026 YoY



Ground Signal calculates menu share for each Tequila brand by taking the number of menus featuring a cocktail with that brand, then dividing that number by the total number of menus that have at least one Tequila cocktail.



**Tequila Cocktail Menu Share**  
 March 2026

For example: Casamigos is the 9th-ranked Tequila brand on independent Independent Mexican cocktail menus, appearing on 7.9% of cocktail menus that have at least one Tequila cocktail.









RANK	BRAND	SUPPLIER	MENU SHARE
1	PATRÓN	BACARDÍ	27%
2	DON JULIO	DIAGEO	17%
3	1800	PROXIMO	16%
4	JOSE CUERVO	PROXIMO	15%
5	HORNITOS	SUNTORY	12%
6	HERRADURA	BROWN-FORMAN	12%
7	CAZADORES	BACARDÍ	9.1%
8	SAUZA	SUNTORY	8.1%

RANK	BRAND	SUPPLIER	MENU SHARE
9	CASAMIGOS	DIAGEO	7.9%
10	MILAGRO	WILLIAM GRANT & SONS <small>INDEPENDENT FAMILY DISTILLERS SINCE 1867</small>	6.8%
11	EL JIMADOR	BROWN-FORMAN	6.7%
12	ESPOLÓN	CAMPARI	6.3%
13	MAESTRO DOBEL	PROXIMO	4.8%
14 ▼2	DULCE VIDA	MILESTONE	3.5%
15	LUNAZUL	HEAVEN HILL <small>BRANDS</small>	3.4%
16 ▲2	OLMECA ALTOS	Pernod Ricard	3.4%










By retrieving and analyzing all on-premise venues nationally each month, Ground Signal can show which brands are having a moment — and which are lagging behind their peers. (Limited to the 38 Tequila brands with at least 1% Menu Share in Independent Mexican.)



 **Tequila in Independent Mexican: Trending Up**  
Q1 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
ASTRAL	 DIAGEO	1.0%	▲ 50%
CODIGO 1530	 Pernod Ricard	1.6%	▲ 32%
EL TESORO	 SUNTORY	1.7%	▲ 22%
LALO	 Tito's <small>Handmade VODKA</small>	2.1%	▲ 19%
SOCORRO	 I&A Agave Spirits	1.4%	▲ 17%
ESPOLÒN	 <b>CAMPARI</b>	6.3%	▲ 16%
CORAZÓN	 SAZERAC	3.2%	▲ 14%
PATRÓN	 <b>BACARDÍ</b>	27%	▲ 9.8%

 **Tequila in Independent Mexican: Trending Down**  
Q1 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
CASA NOBLE	 Constellation Brands	1.6%	▼ 27%
CABO WABO	 <b>CAMPARI</b>	2.7%	▼ 20%
EXOTICO	 <b>LUXCO</b>	1.0%	▼ 19%
CLASE AZUL	 CLASE AZUL MEXICO	1.4%	▼ 16%
TEREMANA	 TEREMANA SMALL TEQUILA  Jägermeister	2.4%	▼ 15%
EL JIMADOR	 BROWN-FORMAN	6.7%	▼ 13%
MILAGRO	 WILLIAM GRANT & SONS <small>INDEPENDENT FAMILY DISTILLERS SINCE 1867</small>	6.8%	▼ 13%
OLMECA ALTOS	 Pernod Ricard	3.4%	▼ 13%

\*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Tequila cocktail.

\*\*For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.

Margarita is the most popular Tequila cocktail in independent Independent Mexican accounts, appearing on 91.0% of menus with at least one Tequila cocktail. Frozen Drinks grew the most, gaining 14184.1% Menu Share.



### Top Tequila Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
MARGARITA	91%	▼ 1.4%
PALOMA	39%	▲ 3.0%
SKINNY MARGARITA	22%	▲ 5.3%
FROZEN MARGARITA	17%	▲ 3.3%
TEQUILA SUNRISE	16%	▼ 4.6%
CANTARITO	14%	▲ 16%
FROZEN DRINKS	13%	▲ 14184%

### Trending Tequila Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
FROZEN DRINKS	13%	▲ 14184%
PIÑA COLADA	5.5%	▲ 97%
BLOODY MARY	3.9%	▲ 73%
CARAJILLO	1.3%	▲ 39%
MEXICAN MARTINI	3.5%	▲ 28%
ESPRESSO MARTINI	2.4%	▲ 23%
FRUIT-FLAVORED MARGARITA	5.6%	▲ 21%

Note: Limited to cocktails with at least 1.0% Menu Share

\*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Tequila cocktail.

\*\*For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.





# LIQUEUR MENU PERFORMANCE

INDEPENDENT INDEPENDENT MEXICAN ACCOUNTS

Q1 2026 YoY



Ground Signal calculates menu share for each Liqueur brand by taking the number of menus featuring a cocktail with that brand, then dividing that number by the total number of menus that have at least one Liqueur cocktail.



**Liqueur Cocktail Menu Share**  
 March 2026

For example: Chambord is the 9th-ranked Liqueur brand on independent Independent Mexican cocktail menus, appearing on 8.4% of cocktail menus that have at least one Liqueur cocktail.







RANK	BRAND	SUPPLIER	MENU SHARE
1	GRAND MARNIER	CAMPARI	45%
2	COINTREAU	RC RÉMY COINTREAU	32%
3	KAHLUA	Pernod Ricard	15%
4	GRAN GALA	SAZERAC	13%
5 ▼1	MIDORI	SUNTORY	9.1%
6 ▲1	BAILEYS	DIAGEO	8.9%
6 ▼1	ANCHO REYES	CAMPARI	8.9%
8 ▼1	LICOR 43	Zamora company	8.7%

RANK	BRAND	SUPPLIER	MENU SHARE
9 ▲1	CHAMBORD	BROWN-FORMAN	8.4%
10	ST. GERMAIN	BACARDÍ	7.4%
11 ▼9	DE KUYPER	SUNTORY	4.6%
12	PAMA	HEAVEN HILL BRANDS	3.3%
13	JAGERMEISTER	Jägermeister	2.7%
14 ▼2	CHARTREUSE	FREDERICK WILDMAN AND COMPANY, LTD.	2.5%
15	RUM CHATA	GALLO	2.3%
16 ▲2	FRANGELICO	CAMPARI	2.0%







By retrieving and analyzing all on-premise venues nationally each month, Ground Signal can show which brands are having a moment — and which are lagging behind their peers. (Limited to the 25 Liqueur brands with at least 1% Menu Share in Independent Mexican.)



 **Liqueur in Independent Mexican: Trending Up**  
Q1 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
GIFFARD		1.9%	▲ 414%
DE KUYPER	SUNTORY	4.6%	▲ 243%
HPNOTIQ		1.1%	▲ 47%
LICOR 43		8.7%	▲ 20%
CHARTREUSE		2.5%	▲ 8.0%
KAHLUA		15%	▲ 5.9%
ANCHO REYES	CAMPARI	8.9%	▲ 5.9%
JAGERMEISTER		2.7%	▲ 2.8%

 **Liqueur in Independent Mexican: Trending Down**  
Q1 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
LUXARDO		1.6%	▼ 62%
FRANGELICO	CAMPARI	2.0%	▼ 21%
AGAVERO		1.8%	▼ 14%
BAILEYS	DIAGEO	8.9%	▼ 9.2%
RUM CHATA		2.3%	▼ 6.0%
DISARONNO		1.8%	▼ 5.1%
COMBIER		1.2%	▼ 4.8%
COINTREAU		32%	▼ 3.3%

\*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Liqueur cocktail.

\*\*For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.

Margarita is the most popular Liqueur cocktail in independent Independent Mexican accounts, appearing on 75.5% of menus with at least one Liqueur cocktail. Frozen Drinks grew the most, gaining 3681.5% Menu Share.



### Top Liqueur Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
MARGARITA	75%	▼ 0.3%
CADILLAC MARGARITA	13%	▲ 8.1%
SANGRIA	12%	▲ 1.3%
MARTINI	11%	▲ 11%
SKINNY MARGARITA	10%	▲ 11%
CARAJILLO	8.8%	▲ 42%
SHOT	7.4%	▼ 18%

### Trending Liqueur Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
FROZEN DRINKS	7.1%	▲ 3681%
LEMON DROP MARTINI	2.6%	▲ 184%
PIÑA COLADA	3.9%	▲ 85%
CARAJILLO	8.8%	▲ 42%
ESPRESSO MARTINI	7.3%	▲ 41%
ADIOS	1.2%	▲ 38%
FRUIT-FLAVORED MARGARITA	3.2%	▲ 35%

Note: Limited to cocktails with at least 1.0% Menu Share

\*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Liqueur cocktail.

\*\*For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.





# VODKA

# MENU PERFORMANCE

INDEPENDENT INDEPENDENT MEXICAN ACCOUNTS

Q1 2026 YoY



Ground Signal calculates menu share for each Vodka brand by taking the number of menus featuring a cocktail with that brand, then dividing that number by the total number of menus that have at least one Vodka cocktail.



**Vodka Cocktail Menu Share**  
 March 2026

For example: Skyy is the 9th-ranked Vodka brand on independent Independent Mexican cocktail menus, appearing on 1.5% of cocktail menus that have at least one Vodka cocktail.







RANK	BRAND	SUPPLIER	MENU SHARE
1	TITO'S	Tito's <small>Handmade VODKA</small>	22%
2	ABSOLUT	Pernod Ricard	7.1%
3 ▼ <sup>1</sup>	GREY GOOSE	BACARDÍ	4.8%
4 ▲ <sup>1</sup>	SMIRNOFF	DIAGEO	4.4%
5 ▼ <sup>1</sup>	KETEL ONE	DIAGEO	3.4%
6 ▲ <sup>1</sup>	DEEP EDDY	HEAVEN HILL BRANDS	3.2%
7	STOLI	STOLI GROUP	2.9%
8	CÎROC	DIAGEO	1.8%

RANK	BRAND	SUPPLIER	MENU SHARE
9	SKYY	CAMPARI	1.5%
10	THREE OLIVES	PROXIMO	1.1%
11 ▼ <sup>2</sup>	WESTERN SON	SAZERAC	0.9%
12 ▲ <sup>1</sup>	EFFEN	SUNTORY	0.9%
13 ▼ <sup>4</sup>	WHEATLEY	SAZERAC	0.8%
14 ▼ <sup>1</sup>	PINNACLE	SUNTORY	0.8%
15 ▲ <sup>3</sup>	SVEDKA	SAZERAC	0.7%
16 ▲ <sup>2</sup>	NEW AMSTERDAM	GALLO	0.7%







By retrieving and analyzing all on-premise venues nationally each month, Ground Signal can show which brands are having a moment — and which are lagging behind their peers. (Limited to the 10 Vodka brands with at least 1% Menu Share in Independent Mexican.)



 **Vodka in Independent Mexican: Trending Up**  
Q1 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
GREY GOOSE	 BACARDÍ	4.8%	▲ 16%
THREE OLIVES	 PROXIMO	1.1%	▲ 9.3%
SKYY	 CAMPARI	1.5%	▲ 5.2%
KETEL ONE	 DIAGEO	3.4%	▲ 4.6%
TITO'S	 Tito's  Handmade VODKA	22%	▲ 2.5%

 **Vodka in Independent Mexican: Trending Down**  
Q1 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
ABSOLUT	 Pernod Ricard	7.1%	▼ 19%
CÎROC	 DIAGEO	1.8%	▼ 17%
SMIRNOFF	 DIAGEO	4.4%	▼ 11%
STOLI	  STOLI GROUP	2.9%	▼ 10.0%
DEEP EDDY	 HEAVEN HILL BRANDS	3.2%	▼ 4.4%

\*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Vodka cocktail.

\*\*For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.

Bloody Mary is the most popular Vodka cocktail in independent Independent Mexican accounts, appearing on 37.4% of menus with at least one Vodka cocktail. Frozen Drinks grew the most, gaining 566.3% Menu Share.



**Top Vodka Cocktails**

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
<b>BLOODY MARY</b>	37%	▲ 1.6%
<b>LONG ISLAND ICED TEA</b>	20%	▲ 17%
<b>MARTINI</b>	19%	▲ 2.5%
<b>S*X ON THE BEACH</b>	12%	▲ 6.8%
<b>MULE</b>	11%	▼ 0.4%
<b>COSMOPOLITAN</b>	10%	▼ 3.2%
<b>ESPRESSO MARTINI</b>	9.9%	▲ 33%

**Trending Vodka Cocktails**

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
<b>FROZEN DRINKS</b>	1.5%	▲ 566%
<b>LEMON DROP MARTINI</b>	9.5%	▲ 309%
<b>PIÑA COLADA</b>	1.1%	▲ 68%
<b>ORANGE CRUSH</b>	1.7%	▲ 40%
<b>ESPRESSO MARTINI</b>	9.9%	▲ 33%
<b>LONG ISLAND ICED TEA</b>	20%	▲ 17%
<b>MICHELADA</b>	4.1%	▲ 14%

Note: Limited to cocktails with at least 1.0% Menu Share

\*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Vodka cocktail.

\*\*For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.





# RUM

# MENU PERFORMANCE

INDEPENDENT INDEPENDENT MEXICAN ACCOUNTS

Q1 2026 YoY



Ground Signal calculates menu share for each Rum brand by taking the number of menus featuring a cocktail with that brand, then dividing that number by the total number of menus that have at least one Rum cocktail.



**Rum Cocktail Menu Share**  
 March 2026

For example: Leblon is the 9th-ranked Rum brand on independent Independent Mexican cocktail menus, appearing on 0.9% of cocktail menus that have at least one Rum cocktail.







RANK	BRAND	SUPPLIER	MENU SHARE
1	BACARDÍ	BACARDÍ	22%
2	CAPTAIN MORGAN	DIAGEO	7.0%
3	MYERS'S	SAZERAC	3.7%
4 ▼1	DON Q		3.3%
5 ▲1	CRUZAN	SUNTORY	3.0%
6 ▼2	FLOR DE CAÑA	LUXURY SPIRITS INTERNATIONAL	1.6%
7 ▲1	GOSLING'S	Pernod Ricard	1.3%
8 ▲1	PLANTERAY	MAISON FERRAND	1.0%

RANK	BRAND	SUPPLIER	MENU SHARE
9 ▼1	LEBLON	BACARDÍ	0.9%
10 ▲1	THE KRAKEN	PROXIMO	0.7%
11	SAILOR JERRY	WILLIAM GRANT & SONS <small>INDEPENDENT FAMILY DISTILLERS SINCE 1867</small>	0.6%
12	PARROT BAY	SAZERAC	0.6%
12 ▼2	CLEMENT	SPIRIBAM <small>FINE SPIRITS FAMILY</small>	0.6%
14 ▲1	DIPLOMÁTICO	BROWN-FORMAN	0.5%
15 ▼1	CALYPSO	SAZERAC	0.5%
16 ▼2	HAVANA CLUB	BACARDÍ	0.3%

By retrieving and analyzing all on-premise venues nationally each month, Ground Signal can show which brands are having a moment — and which are lagging behind their peers. (Limited to the 8 Rum brands with at least 1% Menu Share in Independent Mexican.)



 **Rum in Independent Mexican: Trending Up**  
Q1 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
FLOR DE CAÑA	 LUXURY SPIRITS INTERNATIONAL	1.6%	▲ 76%
DON Q	 SERRAVALLO'S	3.3%	▲ 19%
CAPTAIN MORGAN	 DIAGEO	7.0%	▲ 7.2%
GOSLING'S	 Pernod Ricard	1.3%	▲ 6.1%
BACARDÍ	 BACARDÍ	22%	▲ 3.9%
PLANTERAY	 MAISON FERRAND	1.0%	▲ 1.0%

 **Rum in Independent Mexican: Trending Down**  
Q1 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
CRUZAN	 SUNTORY	3.0%	▼ 17%
MYERS'S	 SAZERAC	3.7%	▼ 4.3%

\*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Rum cocktail.

\*\*For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.

Piña Colada is the most popular Rum cocktail in independent Independent Mexican accounts, appearing on 52.1% of menus with at least one Rum cocktail. Frozen Drinks grew the most, gaining 1183.4% Menu Share.



### Top Rum Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
PIÑA COLADA	52%	▲ 74%
MOJITO	49%	▲ 1.6%
DAIQUIRI	22%	▼ 1.5%
BAHAMA MAMA	8.7%	▼ 3.7%
MARGARITA	8.4%	▼ 4.7%
MAI TAI	6.9%	▼ 2.8%
BLUE HAWAIIAN	6.4%	▲ 4.7%

### Trending Rum Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
FROZEN DRINKS	2.3%	▲ 1183%
PIÑA COLADA	52%	▲ 74%
RUM RUNNER	1.0%	▲ 14%
SANGRIA	3.3%	▲ 8.4%
BLUE HAWAIIAN	6.4%	▲ 4.7%
MOJITO	49%	▲ 1.6%
RUM PUNCH	2.3%	▲ 1.5%

Note: Limited to cocktails with at least 1.0% Menu Share

\*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Rum cocktail.

\*\*For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.





# GIN

# MENU PERFORMANCE

INDEPENDENT INDEPENDENT MEXICAN ACCOUNTS

Q1 2026 YoY



Ground Signal calculates menu share for each Gin brand by taking the number of menus featuring a cocktail with that brand, then dividing that number by the total number of menus that have at least one Gin cocktail.



**Gin Cocktail Menu Share**  
 March 2026

For example: Roku is the 9th-ranked Gin brand on independent Independent Mexican cocktail menus, appearing on 0.9% of cocktail menus that have at least one Gin cocktail.

RANK	BRAND	SUPPLIER	MENU SHARE
1	BULLDOG	CAMPARI	6.2%
2 ▼ <sup>1</sup>	BOMBAY	BACARDÍ	6.1%
3 ▲ <sup>1</sup>	TANQUERAY	DIAGEO	5.2%
4	HENDRICK'S	WILLIAM GRANT & SONS <small>INDEPENDENT FAMILY DISTILLERS SINCE 1840</small>	4.3%
5	EMPRESS 1908	MILESTONE	2.7%
6	THE BOTANIST	RC RÉMY COINTREAU	2.1%
7 ▼ <sup>1</sup>	FORDS GIN	BROWN-FORMAN	1.7%
8 ▲ <sup>1</sup>	BEEFEATER	Pernod Ricard	1.6%

RANK	BRAND	SUPPLIER	MENU SHARE
9	ROKU	SUNTORY	0.9%
9	LAS CALIFORNIAS	CASA LUMBRE SPIRITS	0.9%
11	AVIATION	DIAGEO	0.7%
12 ▼ <sup>9</sup>	MALFY	Pernod Ricard	0.5%
13 ▲ <sup>1</sup>	GORDON'S	DIAGEO	0.3%
13 ▼ <sup>11</sup>	DRUMSHANBO	PALMBAY INTERNATIONAL	0.3%
15 ▲ <sup>2</sup>	SIPSMITH	SUNTORY	0.3%
15	GRAY WHALE	DEUTSCH FAMILY <small>VINE &amp; SPIRITS</small>	0.3%




By retrieving and analyzing all on-premise venues nationally each month, Ground Signal can show which brands are having a moment — and which are lagging behind their peers. (Limited to the 8 Gin brands with at least 1% Menu Share in Independent Mexican.)



 **Gin in Independent Mexican: Trending Up**  
Q1 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
FORDS GIN	 BROWN-FORMAN	1.7%	▲ 53%
BOMBAY	 BACARDÍ	6.1%	▲ 11%
HENDRICK'S	WILLIAM GRANT & SONS <small>INDEPENDENT FAMILY DISTILLERS SINCE 1840</small>	4.3%	▲ 3.5%

 **Gin in Independent Mexican: Trending Down**  
Q1 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
EMPRESS 1908		2.7%	▼ 9.8%
TANQUERAY	DIAGEO	5.2%	▼ 9.6%
BEEFEATER	 Pernod Ricard	1.6%	▼ 6.7%
BULLDOG	CAMPARI	6.2%	▼ 5.1%
THE BOTANIST	 RÉMY COINTREAU	2.1%	▼ 2.0%

\*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Gin cocktail.

\*\*For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.

Long Island Iced Tea is the most popular Gin cocktail in independent Independent Mexican accounts, appearing on 12.0% of menus with at least one Gin cocktail. Sangria grew the most, gaining 29.9% Menu Share.



### Top Gin Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
LONG ISLAND ICED TEA	12%	▼ 8.3%
MARGARITA	7.7%	▼ 5.0%
MARTINI	7.6%	▼ 5.6%
GIN & TONIC	5.1%	▼ 23%
NEGRONI	3.6%	▼ 19%
TOM COLLINS	3.3%	▼ 14%
ADIOS	2.7%	▼ 15%

### Trending Gin Cocktails

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
SANGRIA	1.7%	▲ 30%
SMASH	1.1%	▲ 27%
SPRITZ	1.9%	▲ 24%
DIRTY MARTINI	1.3%	▲ 23%
BEE'S KNEES	1.0%	▲ 16%

Note: Limited to cocktails with at least 1.0% Menu Share

\*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Gin cocktail.

\*\*For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.





# WHISKEY

## MENU PERFORMANCE

INDEPENDENT INDEPENDENT MEXICAN ACCOUNTS

Q1 2026 YoY








Ground Signal calculates menu share for each Whiskey brand by taking the number of menus featuring a cocktail with that brand, then dividing that number by the total number of menus that have at least one Whiskey cocktail.



**Whiskey Cocktail Menu Share**  
 March 2026

For example: Buffalo Trace is the 9th-ranked Whiskey brand on independent Independent Mexican cocktail menus, appearing on 3.5% of cocktail menus that have at least one Whiskey cocktail.





RANK	BRAND	SUPPLIER	MENU SHARE
1	JACK DANIEL'S	 BROWN-FORMAN	14%
2 ▼1	CROWN ROYAL	DIAGEO	7.7%
3 ▼1	MAKER'S MARK	SUNTORY	7.6%
4 ▲2	JAMESON	 Pernod Ricard	6.7%
5 ▼1	FIREBALL	SAZERAC	4.5%
6 ▲1	BULLEIT	DIAGEO	4.4%
7 ▼1	WOODFORD RESERVE	 BROWN-FORMAN	3.9%
8 ▲1	SOUTHERN COMFORT	SAZERAC	3.8%


RANK	BRAND	SUPPLIER	MENU SHARE
9 ▼1	BUFFALO TRACE	SAZERAC	3.5%
10	JIM BEAM	SUNTORY	3.1%
11 ▲2	ABASOLO	CASA LUMBRE SPIRITS	2.6%
12 ▼2	OLD FORESTER	 BROWN-FORMAN	2.2%
13	BUCHANAN'S	DIAGEO	1.6%
14 ▲2	FOUR ROSES	 KIRIN	1.6%
15	ELIJAH CRAIG	HEAVEN HILL BRANDS	1.4%
16	OLE SMOKY		1.3%




By retrieving and analyzing all on-premise venues nationally each month, Ground Signal can show which brands are having a moment — and which are lagging behind their peers. (Limited to the 17 Whiskey brands with at least 1% Menu Share in Independent Mexican.)



 **Whiskey in Independent Mexican: Trending Up**  
Q1 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
BUFFALO TRACE	SAZERAC	3.5%	▲ 41%
OLD FORESTER	 BROWN-FORMAN	2.2%	▲ 39%
JACK DANIEL'S	 BROWN-FORMAN	14%	▲ 28%
JIM BEAM	SUNTORY	3.1%	▲ 22%
KNOB CREEK	SUNTORY	1.2%	▲ 11%
MAKER'S MARK	SUNTORY	7.6%	▲ 9.4%
OLE SMOKY		1.3%	▲ 3.3%
WOODFORD RESERVE	 BROWN-FORMAN	3.9%	▲ 2.4%

 **Whiskey in Independent Mexican: Trending Down**  
Q1 2026 YoY

BRAND	SUPPLIER	MENU SHARE*	%Δ IN MENU SHARE**
FOUR ROSES	 KIRIN	1.6%	▼ 17%
JAMESON	 Pernod Ricard	6.7%	▼ 15%
BULLEIT	DIAGEO	4.4%	▼ 13%
ABASOLO	CASA LUMBRE SPIRITS	2.6%	▼ 9.8%
SOUTHERN COMFORT	SAZERAC	3.8%	▼ 8.3%
FIREBALL	SAZERAC	4.5%	▼ 4.9%
ELIJAH CRAIG	 HEAVEN HILL BRANDS	1.4%	▼ 4.5%
CROWN ROYAL	DIAGEO	7.7%	▼ 3.2%

\*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Whiskey cocktail.

\*\*For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.

Old Fashioned is the most popular Whiskey cocktail in independent Independent Mexican accounts, appearing on 28.1% of menus with at least one Whiskey cocktail. Smash grew the most, gaining 18.8% Menu Share.



**Top Whiskey Cocktails**

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
<b>OLD FASHIONED</b>	28%	▼ 0.9%
<b>MARGARITA</b>	10%	▲ 10.0%
<b>MANHATTAN</b>	7.4%	▼ 3.8%
<b>WHISKEY SOUR</b>	6.9%	▼ 6.5%
<b>MULE</b>	4.8%	▼ 10%
<b>SHOT</b>	3.9%	▼ 28%
<b>IRISH COFFEE</b>	3.9%	▼ 20%

**Trending Whiskey Cocktails**

COCKTAIL	MENU SHARE*	%Δ IN MENU SHARE**
<b>SMASH</b>	3.3%	▲ 19%
<b>MARTINI</b>	1.9%	▲ 11%
<b>MARGARITA</b>	10%	▲ 10.0%
<b>VEGAS BOMB SHOT</b>	3.5%	▲ 4.9%

Note: Limited to cocktails with at least 1.0% Menu Share

\*Menu Share is the number of menus with a cocktail featuring that brand divided by the number of menus with a Whiskey cocktail.

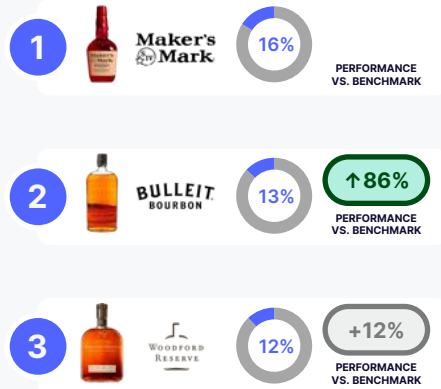
\*\*For example, a 10% would mean that cocktail's Menu Share grew by 10% (e.g., went from 10.0% to 11.0%), not that it gained 10 percentage points.



In addition to analyzing menu statistics by geography, Ground Signal also allows you see menu performance by:

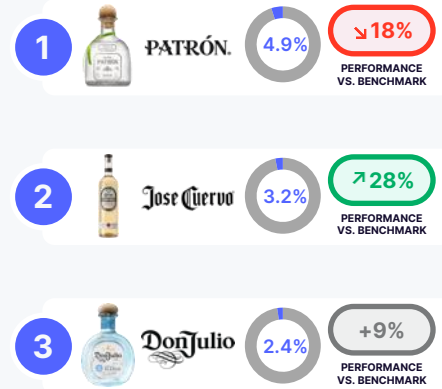
## Venue Profile

Example: Top 3 Whiskey Brands in Independent Steak Houses



## Cocktails

Example: Top 3 Tequila Brands Used in Margaritas Nationwide



## Chains vs. Independent Accounts

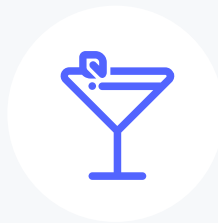
Example:

Top Brands in Chain Accts

Top Brands in Independent Accts



Ground Signal can also provide insights into:



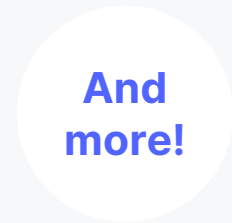
**Popular cocktails & their variants**  
e.g. Tequila Espresso Martini



**Flavor Profiles**



**Pricing**



**And more!**



# AI Solutions for the Beverage Alcohol Industry

Ground Signal's mission is to **empower businesses** across the three-tier system to make better business decisions. Leveraging **sophisticated AI** and **unique large-scale data sources**, we give our clients unparalleled visibility into consumer behavior in the On-Premise and allow the industry to **better align its offerings, delight consumers** and **increase sales!**

## CAPABILITIES:

CONSUMER INSIGHTS

MENU ANALYSIS

MARKET TRENDS

GO-TO-MARKET STRATEGY

NATIONAL ACCOUNTS

TARGET ACCOUNT LIST  
(GS TARGET)

ACCOUNT SEGMENTATION  
& KEY TRADE CHANNELS

CONSUMER	VENUE	DEPLETIONS	MENU
<b>1B+</b> Monthly Social Posts	<b>250K+</b> On-Premise Venues	<b>3+</b> Years Depletion History	<b>120K+</b> On-Premise Menus
<b>100M</b> U.S. Legal Drinking Age Consumers	<b>600+</b> Unique Venue Attributes	<b>2K+</b> SKUs at Account Level	<b>3K+</b> Spirits, Cocktails, Wine Varietals and Flavor Profiles

For more information on menu or other capabilities please contact [sales@groundsignal.ai](mailto:sales@groundsignal.ai)